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BINGO GROUP HOLDINGS LIMITED

比高集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8220)

VOLUNTARY ANNOUNCEMENT

This announcement is made by Bingo Group Holdings Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) on a voluntary basis.

“比高電影院 (Bingo Cinemas)” is a brand established and owned by the Group with reputations in the market. Recently, the Group noted that certain entities, without consent and permission of the Group, established a cinemas by using “比高” in their names and have commenced commercial activities, which include on-line movie ticket booking activities in their names. Included in these entities is a cinema called “上海比高電影城錦綉店”, which is carrying out movie ticket booking activities in names of “上海比高電影城錦綉店” and “上海比高國際影城星河灣店”. Such acts have already constituted infringement of the rights of the Group.

The Group would like to declare and clarify that as at the date of this announcement, the Group only established three cinemas in China, namely “上海南翔比高電影城” in Shanghai, “臨安萬華比高電影城” in Linan and “杭州大河比高電影城” in Hangzhou, and the Group has not established any other cinemas in China. The Group also urges the relevant entities to cease illegal infringement of rights and the Group reserves all necessary rights to take proper legal actions in respect of such infringements.

By order of the Board
Bingo Group Holdings Limited
Lau Man Kit
Executive Director

Hong Kong, 20 April 2016

As at the date of this announcement, the Board comprises Mr. Chiau Sing Chi, Ms. Chow Man Ki Kelly, Mr. Chan Cheong Yee and Mr. Lau Man Kit as executive Directors; Mrs. Chin Chow Chung Hang Roberta as non-executive Director; and Mr. Wong Chak Keung, Ms. Choi Mei Ping and Mr. Tsoi Chiu Yuk as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on GEM website on the “Latest Company Announcements” page for at least 7 days from the date of its posting and the Company website at www.bingogroup.com.hk.